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recognition of said feature;  
an intelligent controller having associated therewith a  
means for accessing said programming material in  
response to receiving said coded signal; and  
a display unit for presenting said programming  
material.

169. A system as defined in claim 168 wherein said travel ticket  
comprises an airplane ticket.

170. A system as defined in claim 168 wherein said travel ticket  
comprises a train ticket.

171. A system as defined in claim 168 wherein said travel ticket  
comprises a bus ticket.

172. A system as defined in claim 168 wherein said travel ticket  
comprises a ship ticket.

173. A system as defined in claim 168 wherein said travel ticket  
comprises a ferry ticket.

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174. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

175. A system as defined in claim 174 wherein said data link comprises an image data link.

176. A system as defined in claim 174 wherein said data link comprises a video data link.

177. A system as defined in claim 174 wherein said data link comprises a programming data link.

178. A system as defined in claim 174 wherein said data link comprises a sound data link.

179. A system as defined in claim 174 wherein said data link comprises an online data link.

180. A system as defined in claim 174 wherein said data link

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comprises an online shopping data link.

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181. A system as defined in claim 174 wherein said data link comprises a pictorial data link.

182. A system as defined in claim 174 wherein said data link comprises an electronic data link.

183. A system as defined in claim 174 wherein said data link comprises an electronic media link.

184. A system as defined in claim 174 wherein said data link comprises an "information superhighway" data link.

185. A system as defined in claim 184 wherein said "information superhighway" data link comprises the internet.

186. A system as defined in claim 184 wherein said "information superhighway" data link comprises the world wide web.

187. A system as defined in claim 184 wherein said "information

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superhighway" data link comprises a computer network.

188. A system as defined in claim 184 wherein said "information superhighway" data link comprises an ISDN network.

189. A system as defined in claim 184 wherein said "information superhighway" data link comprises a telephone line.

190. A system as defined in claim 184 wherein said "information superhighway" data link comprises a CATV line.

191. A system as defined in claim 184 wherein said "information superhighway" data link comprises a local area network.

192. A system as defined in claim 184 wherein said "information superhighway" data link comprises a wide area network.

193. A system as defined in claim 184 wherein said "information superhighway" data link comprises a data communications network.





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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.
208. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.
209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.
210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.
211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.
212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.
213. A system as defined in claim 212 wherein said invisible

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watermark comprises a digital watermark.

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214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.
215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.
216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.
217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.
218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.
219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.





226. A system as defined in claim 225 wherein said information comprises seat information.

227. A system as defined in claim 225 wherein said information comprises seat location illustrations.

228. A system as defined in claim 225 wherein said information comprises arrival terminal information.

229. A system as defined in claim 225 wherein said information comprises 'departure terminal information.

230. A system as defined in claim 225 wherein said information comprises passenger information.

231. A system as defined in claim 225 wherein said information comprises information regarding a mode of travel.

232. A system as defined in claim 231 wherein said information regarding a mode of travel comprises onboard restaurant information.

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239. A system as defined in claim 225 wherein said information

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comprises information about sponsors of a means of travel.

240. A system as defined in claim 225 wherein said information comprises information of promoters of a means of travel.

241. A system as defined in claim 225 wherein said information comprises weather information.

242. A system as defined in claim 225 wherein said information comprises information about travel time changes.

243. A system as defined in claim 225 wherein said information comprises travel guide information.

244. A system as defined in claim 243 wherein said travel guide information comprises typical weather patterns.

245. A system as defined in claim 243 wherein said travel guide information comprises accommodation information.

246. A system as defined in claim 243 wherein said travel guide

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information comprises information on attractions.

247. A system as defined in claim 243 wherein said travel guide information comprises dining information.

248. A system as defined in claim 243 wherein said travel guide information comprises local transportation information.

249. A system as defined in claim 243 wherein said travel guide information comprises health facility information.

250. A system as defined in claim 243 wherein said travel guide information comprises consulate information.

251. A system as defined in claim 243 wherein said travel guide information comprises currency exchange information.

252. A system as defined in claim 243 wherein said travel guide information comprises travel tips.

253. A system as defined in claim in 168 wherein said programming

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material comprises a service.

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254. A system as defined in claim 253 wherein said service includes displaying promotional programming on said display unit of said user.

255. A system as defined in claim 253 wherein said service includes establishing a communication link with said user.

256. A system as defined in claim 255 wherein said communication link includes conducting an interaction with said user via a telephone.

257. A system as defined in claim 255 wherein said communication link includes conducting an interaction between a plurality of users via an online communication chat link.

258. A system as defined in claim 255 wherein said communication link comprises an onboard food ordering service.

259. A system as defined in claim 255 wherein said communication

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link comprises interactive travel planning.

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260. A system as defined in claim 255 wherein said communication link comprises making reservations.

261. A system as defined in claim 255 wherein said communication link comprises making payments.

262. A system as defined in claim 255 wherein said communication link comprises making travel arrangements.

263. A system as defined in claim 255 wherein said communication link comprises changing travel arrangements.

264. A system as defined in claim 255 wherein said communication link comprises purchasing merchandise.

265. A system as defined in claim 255 wherein said communication link comprises obtaining discounts.

266. A system as defined in claim 255 wherein said communication

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link comprises achieving travel rewards.

267. A system as defined in claim 255 wherein said communication link comprises a promotion to win free travel tickets.

268. A system as defined in claim 255 wherein said communication link comprises posting reviews regarding a mode of transportation.

269. A system as defined in claim 253 wherein said service comprises a currency exchange calculator.

270. A system as defined in claim 168 wherein said display unit comprises a personal computer.

271. A system as defined in claim 270 wherein said personal computer comprises a laptop computer.

272. A system as defined in claim 168 wherein said display unit comprises a television.

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273. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.
274. A system as defined in claim 273 wherein said device containing a microprocessor is hand-held.
275. A system as defined in claim 273 wherein said device containing a microprocessor is portable.
276. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.
277. A system as defined in claim 168 wherein said display unit comprises an internet appliance.
278. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.
279. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

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280. A system as defined in claim 168 wherein said display unit comprises a simulated book.

281. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

282. A system as defined in claim 168 wherein said display unit comprises a web-based television.

283. A system as defined in claim 168 wherein said display unit comprises a pager.

284. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

285. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

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286. A system as defined in claim 285 wherein said recognition unit is linked to a personal computer.

287. A system as defined in claim 285 wherein said recognition unit is linked to a wireless interface.

288. A system as defined in claim 287 wherein said wireless interface comprises a wireless network.

289. A system as defined in claim 288 wherein said wireless network comprises a cellular network.

290. A system as defined in claim 287 wherein said wireless interface comprises a cellular telephone.

291. A system as defined in claim 287 wherein said wireless interface comprises a pager.

292. A system as defined in claim 287 wherein said wireless interface comprises a wireless personal computer.

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293. A system as defined in claim 287 wherein said wireless interface comprises a personal digital assistant.

295. A system as defined in claim 285 wherein said recognition unit is linked to an Internet appliance.

296. A system as defined in claim 285 wherein said recognition unit is linked to a television set.

297. A system as defined in claim 285 wherein said recognition unit comprises a portion of a cellular telephone.

298. A system as defined in claim 285 wherein said recognition unit comprises a portion of a personal digital assistant.

299. A system as defined in claim 285 wherein said recognition unit comprises a portion of a remote control unit.

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300. A system as defined in claim 285 wherein said recognition unit comprises a portion of a handwriting implement.

301. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a travel ticket;

scanning said machine recognizable feature of said travel ticket; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said travel ticket.

302. The method of claim 301 wherein said communication link includes the Internet.

303. The method of claim 301 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code,

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printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

304. A method of providing a user access to supplemental programming material associated with a travel ticket, comprising the steps of:

imprinting a machine recognizable feature within said travel ticket wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material; scanning said machine recognizable feature within said travel ticket and downloading data indicative of said machine recognizable feature via the Internet to a remote server; accessing programming material from said remote server; and transmitting said programming material to said user

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~~allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said travel ticket.~~

305. The method of claim 304 wherein said programming material comprises multimedia.

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~~306. The method of claim 304 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.~~